

Your vision and
Fujitsu. Together
we can change
the world

Retail



shaping tomorrow with you

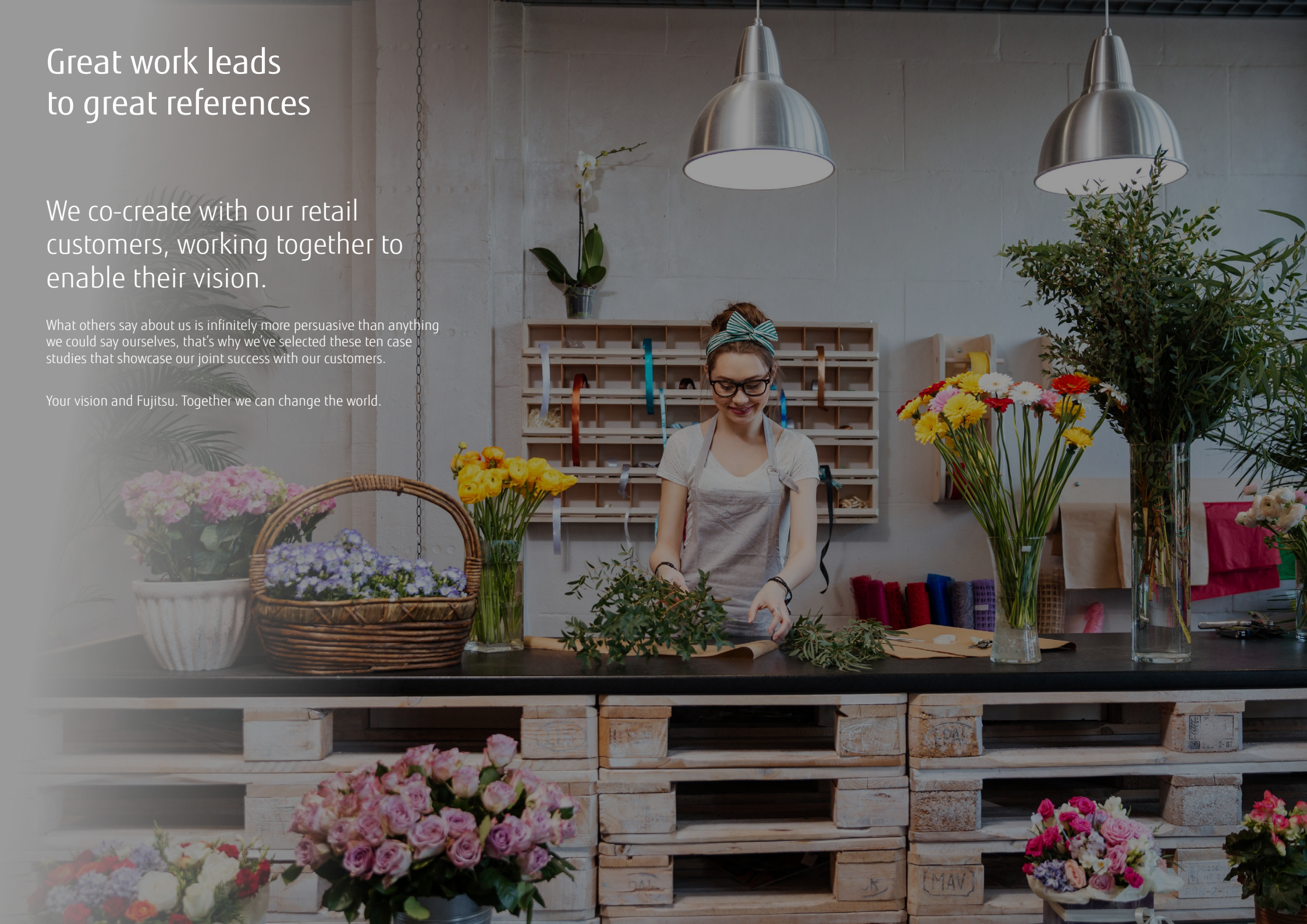
FUJITSU

Great work leads to great references

We co-create with our retail
customers, working together to
enable their vision.

What others say about us is infinitely more persuasive than anything
we could say ourselves, that's why we've selected these ten case
studies that showcase our joint success with our customers.

Your vision and Fujitsu. Together we can change the world.



Choithrams

" I'm delighted to report that Fujitsu gave us the commitment, support, and performance we were looking for. The local team is incredibly supportive. We know we can depend upon them "

Arunachalam Palaniappan, Chief Technology Officer, Choithrams

Choithrams upgrades to FUJITSU Integrated System PRIMEFLEX for SAP HANA®, resulting in a five-fold performance increase and better inventory visibility.

[Click here to read the full customer story.](#)

Challenge

Choithrams' aging SAP platform was reaching end of life and lacked the capacity to handle the growing business. The company wanted to find a more flexible, virtualized solution.

Solution

Choithrams worked with the local UAE Fujitsu team and Fujitsu Germany Labs to pre-configure Integrated System PRIMEFLEX for SAP HANA®, consisting of PRIMERGY servers, ETERNUS storage, and Brocade Networking Solutions switches, running SAP HANA on SUSE and VMware. This now supports 300 users across almost 50 sites.

Benefits

- Performance is five times faster, boosting productivity.
- Reports now produced in minutes rather than hours.
- Improved inventory visibility, enhancing efficiency.
- Scalable solution enables easy future growth.
- Virtualization makes management and provisioning simple.

Welcia

“ We chose Fujitsu not only because of the system, but also because the plans incorporated our vision of revolutionized operations and came with a high level of reliability ”

Takashi Yasuhiro, Company Director, Welcia Yakkyoku Co., Ltd.

Welcia Yakkyoku are constructing a better warehouse management system to create a more efficient working environment.

[Click here to read the full customer story.](#)

Challenge

Welcia needed a distribution system to cater for their increasing numbers of shops and products. They had relied on third parties but were frustrated by the lack of consistent quality.

Solution

As a result of employing the Fujitsu Logistic Solution Logifit WM and unifying the warehouse management system, Welcia Yakkyoku was able to improve the quality of distribution and create a more efficient working environment.

Benefits

- A revolutionized system which excludes third parties and allows for control of distribution to be run solely by Welcia Yakkyoku.
- Visualization of work conditions leading to improvements in performance and efficiency.
- Unification of the warehouse management system to achieve higher quality operations through across the board comparison with a consistent set of guidelines.



Country: **Japan**
Industry: **Retail**
www.welcia-yakkyoku.co.jp



New World Department Store

“ Fujitsu has provided a high performance and cost-effective IT infrastructure construction plan, which has helped us to handle data pressure from the rapid growth of our business ”

Yang Bin, New World Department Store

Fujitsu provides service and storage products to support the ERP system's efficient and stable operation to control the cost of the system.

[Click here to read the full customer story.](#)

Challenge

The vast amount of data produced by the ERP system presents a severe challenge to the performance of the IT infrastructure, and under performance can result in the slow operation of the business system.

Solution

Deployed two FUJITSU M10-4S UNIX servers and two FUJITSU Storage ETERNUS DX500 S3 products, to support the ERP system. In the customer membership card expansion project, it deployed two FUJITSU Server PRIMERGY RX600, six FUJITSU Server PRIMERGY RX4770 M1 and DX100 S3 storage.

Benefits

- Easily handles the data processing pressure during peak times.
- Ensures 24/7 business continuity capability.
- Enables easy and flexible expansion to satisfy business growth demands.
- Reduces the cost of operation and maintenance.

Coop Trading

" Fujitsu has been an important partner in helping Coop Trading to digitize our business, and in co-creating an integrated IT landscape that supports our ways of working, enabling us to make quality decisions which save time and money "

Rene Sandberg, General Manager Brand Design & Business Development, Coop Trading

Coop Trading worked with Fujitsu to transform its application landscape using .NET and a SharePoint platform, making it more transparent and efficient.

[Click here to read the full customer story.](#)

Challenge

Coop Trading deals with thousands of products, each of which has attached data, however this data existed in multiple locations and spreadsheets. When regular changes occurred, it required significant manual intervention to avoid possible human error and poor data quality.

Solution

Coop Trading described the desired enterprise architecture and worked with long term technology partner, Fujitsu, to reshape its application landscape by creating scripts and .NET applications that could extract precious data automatically from multiple existing applications and spreadsheets.

Benefits

- Business Intelligence enables smarter decision making.
- Digitized data enables Coop Trading to deliver value to its partners.
- Data visibility ensures EU legislation compliance.
- Faster time to market for new products makes Coop Trading more competitive.
- Access to accurate re-usable data at the touch of a button improves productivity.

ABC Petrol

“The Fujitsu-supported platform gives us knowledge about purchasing habits, which means we can give our customers the best deal. It also helps drive loyalty and incentivize them to seek out an ABC forecourt ”

Antti Erikivi, Development Director, ABC Petrol

ABC Petrol and Fujitsu have created a mobile app that connects with existing Fujitsu retail software to enable customers to pay for fuel using their mobile phone.

[Click here to read the full customer story.](#)

Challenge

ABC Petrol wanted to make the process of refuelling even more convenient for its customers. It needed to create a software platform that would connect its existing retail systems with a new mobile app that would automate payment.

Solution

The company integrated Fujitsu Retail Enterprise software and Fujitsu Forecourt Controller software with a new payment app.

Benefits

- Transactions have increased five-fold in the eight months since initial deployment.
- Within the next year, it is expected that at least 10 percent of fuel sales will be generated via the app.
- Less reliance on POS systems means better availability and improved customer experience.
- Ability to cross-sell via the app to drive business in its grocery and restaurant outlets.



Country: **Finland**
Industry: **Retail**
abcasemat.fi

REWE DORTMUND

“The transparent failover solution was the main factor in our decision to work with Fujitsu. It would enable our services to continue running uninterrupted in the event of an error. That was important to us”

Markus Handschuh, Head of IT System Operations, REWE DORTMUND

Installing a FUJITSU Storage ETERNUS DX500 system has dramatically improved REWE DORTMUND's I/O times.

[Click here to read the full customer story.](#)

Challenge

The company's existing storage system had reached the limits of its capacities, and slow access times had led to it becoming something of a bottleneck. Expanding the system would have proved expensive and would not have left a buffer for further developments down the line.

Solution

The company chose to convert to a FUJITSU Storage ETERNUS DX500 storage cluster with transparent failover for all applications, including its business-critical warehouse management and inventory control systems.

Benefits

- Transparent failover solution ensures maximum availability.
- High performance solution for business-critical applications.
- Internal cache allows applications to run on nearline SAS drives.
- 16GB Fiber Channel connection ensures high performance levels.
- At least 120,000 IOPs.



Country: **Germany**
Industry: **Retail**
rewe-dortmund.de

Tara Jewels

"The service has been absolutely fantastic compared to other technology service providers, there is a huge difference. Fujitsu has helped automate our business and removed the manual intervention that was slowing our growth"

Vishal Adhyapak, IT General Manager, Tara Jewels

Tara Jewels partnered with Fujitsu to deploy SAP® HANA®, making its business more efficient and providing real-time data access based on reliable, cost-effective hardware.

[Click here to read the full customer story.](#)

Challenge

Tara Jewels' aging SAP platform was critical to core business operations but could no longer support the current runtime and growing business demands. It wanted to upgrade to SAP HANA but needed the right partner to make the project a seamless success.

Solution

Fujitsu has enabled digital transformation with 20 Fujitsu servers, two Fujitsu storage devices and two FUJITSU PRIMEFLEX® for SAP HANA systems to provide fast, reliable performance for over 1,000 users in 40 countries.

Benefits

- Automating critical business processes enabling streamlined administration, and creating bills of material and reports in seconds rather than hours.
- In-built resilience provides disaster recovery should issues arise.
- ERP operational costs have reduced by 50 percent.
- The company has become more agile and can now focus on its ambitious plans for growth.



Country: **India**
Industry: **Retail**
tarajewels.in

Suning Commerce

“ Fujitsu is a partner that has extremely rich experience and a deep level of understanding. It can deliver the necessary project implementation quickly and with minimal digressions ”

Zhang Yi Lun, IT Manager, Suning Commerce Group

Suning needed to cope with the growing volume of internet trading. It partnered with Fujitsu to build a new data center using PRIMERGY servers and ETERNUS storage.

[Click here to read the full customer story.](#)

Challenge

Following a massive growth in its online retail, Suning's old data center could no longer cope with the volume. The company needed to build a new data center that could handle the growing demand while also simplifying the management of a complex software environment.

Solution

Suning selected Fujitsu as its key hardware partner and together they installed over 1,000 Fujitsu PRIMERGY servers supported by Fujitsu ETERNUS storage to support the delivery of multiple critical applications, including a MAX&Co. database, WildFly middleware, and a Sybase database.

Benefits

- Suning now enjoys improved performance, simplified management and lower energy costs.
- The system can easily scale to meet future demands and has in-built disaster recovery and backup support.
- By reducing maintenance requirements, the Fujitsu solution has reduced the need for human intervention and speeded inspection times tenfold.



Lulu Group

“FUJITSU Integrated System PRIMEFLEX for SAP, based on FlexFrame Orchestrator, helped us innovate data center operations and migrate to SAP HANA. By taking IT processes to the next level, LuLu Group is well prepared for future growth”

Madhav Rao, CIO, LuLu Group

FUJITSU Integrated System PRIMEFLEX® for SAP Landscapes provides LuLu Group with real-time access to data delivering flexibility and scalability for the future.

[Click here to read the full customer story.](#)

Challenge

LuLu Group needed to deliver high levels of flexibility and performance as well as the ability to support SAP HANA®-based applications.

Solution

In 2013, LuLu deployed FUJITSU Integrated System PRIMEFLEX® for SAP Landscapes, powered by FlexFrame Orchestrator, to be scalable on all critical data center components, including server, storage and network. Additionally, it was one of the first customers in the Middle East with Business Warehouse on HANA (scale out deployment), integrating Business Suite on HANA to the landscape in 2015.

Benefits

- Fast, scalable, flexible and cost-efficient SAP operation supporting ambitious growth plans.
- Easily move SAP application workloads to meet performance needs with great simplicity.
- Faster data loads and analysis enable real-time analysis of many day to day operations.
- Smooth and step-wise migration to HANA with minimal downtime and without any disruption for the business.

Tokai Co-op

“ Fujitsu reflected our requests in the user interface they created. I remember being so impressed when I carried out a test on an actual device. I thought, now this is something I can really use! ”

Keiichi Niimi, Head of Co-op Aichi's Miyoshi Center, Tokai Co-op

Tokai Co-op uses FUJITSU Cloud Service MobileSUITE® to improve deliveries, enabling drivers to immediately respond to members' requests, elevating customer service.

[Click here to read the full customer story.](#)

Challenge

- Expand the range of information available at the delivery site to improve customer service.
- Guarantee security, due to the handling of personal information.
- Reduce the tasks to be completed after drivers return from delivery, to improve work efficiency.

Solution

FUJITSU Cloud Service MobileSUITE®.

Benefits

- Connection to the enterprise system enables immediate responses to members' inquiries even at the delivery site.
- Creates a secure and highly convenient system by using multiple measures.
- Enables data entry at the delivery site achieving a reduction of more than 300 work hours per day.

Co-create with Fujitsu

Let's share your story with the world

To find out more contact umesh.patel@uk.fujitsu.com